



Your Future  
Is Here



Situated in the heart of Colorado's major economic and population centers and in close proximity to world-class research and academic institutions, Erie is a full-service community. Our population is educated, diverse and dynamic. We offer a higher percentage of college graduates than both the region and the state. In short, we have the space, infrastructure, and talented workforce to help your business prosper.

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## Erie's Four Corners is Primed for Grocery

*\$25 Million in Demand Result of Untapped Market*



**Erie, Colorado** - Erie, Colorado's significant residential growth over the past few years is helping this north metro Denver community reach the key demographic conditions for retailers to feel confident. Positive demographics aside, Erie remains an untapped market. In fact, most of Erie is in a retail desert.

Case in point: The intersection of Erie Parkway and County Line Road (known as the "Four Corners") includes sites that present the greatest opportunities to enhance retail choices for residents and visitors. Located along two arterial roadways and the primary route to Boulder, the Four Corners is the geographic and civic center of town. It is also located across from a Walgreens pharmacy and the

Erie Community Center and Park. There are currently 17,600 cars per day at this intersection. According to national retail consultant Greg Stoffel, the Four Corners has a reported \$25 million in grocery demand ... yet no stores within 2 miles. Stoffel says there is sufficient market support for this location.

At build out, the Four Corners intersection will have a population of 92,000 within its trade area. That growth will lead to approximately \$122 million in grocery demand. It is forecasted that there will be a \$180 million in average demand at build out. And don't forget - household incomes in the area exceed \$100,000 and home prices are valued in the mid to high \$300's!

With a growing population, new homes, strong household incomes and increased daytime populations and traffic counts, retailers know they need to be in Erie soon. And with great visibility in all directions and increasing traffic from surrounding development, the Four Corners intersection is the place to be.

Learn more about Erie's outstanding demographics and development opportunities when you visit us at RECON 2014 in Las Vegas this May. RECON is the International Council of Shopping Center's annual real estate convention. Use our award-winning "Erie, CO @ ICSC" mobile app to find your way to our booth - N149T in the North Convention Hall.

Interested in building or opening in Erie? Meetings are now being set for RECON 2014. Contact Paula Mehle, Economic Development Coordinator, at 303-926-2769 or at [pmehle@erieco.gov](mailto:pmehle@erieco.gov) to schedule a meeting.

## Stay Connected!

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[www.erieco.gov/economic\\_development](http://www.erieco.gov/economic_development)

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